Dr. John A. Parnell, Belk Chair of Management

"Business strategy and free markets are central to economic development and human flourishing. Teaching gives me the opportunity to share these ideas with others. I enjoy discussion and debate, and "seeing lightbulbs go off" when students learn."

Degrees Held:

- Ph.D. in Business Administration — University of Memphis
- Ed.D. — Campbell University
- MBA — East Carolina University
- M.A. in Education — East Carolina University

Career Highlights:

Dr. Parnell has held the Belk Chair of Management at UNCP since 2002, where he also served as Interim Dean during the 2014-2015 academic year. He owned and operated a small consumer electronics direct mail firm before pursuing a career in academe.

Dr. Parnell has received numerous academic awards, including the 2002 H.M. Lafferty Distinguished Faculty Award at Texas A&M University-Commerce, the 2005 Adolph Dial Award for Scholarly & Creative Activity at UNCP, the Peter Vaill Award for Service in 2006

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including the "Journal of Business Ethics," "Academy of Management Learning & Education," "Management Decision," "Journal of Management Education," "European Journal of Management," and "Strategic Change." He is an active member of the Academy of Management and the Association of Private Enterprise Education (APEE).

He has penned several textbooks and is the author of "Strategic Management: Theory and Practice" (2016, Academic Media Solutions, 5e), co-author of "Crisis Management in the New Strategy Landscape" (2013, Sage Publications, 2e) and co-editor of "Business English" (2010, Higher Education Press-Beijing, 2e).

Dr. Parnell served as a Fulbright Scholar in Cairo, Egypt in 1995. He has conducted lectures and executive development workshops in many countries, including China, Egypt, Mexico and Peru. He has lectured numerous times at China University of Geosciences-Beijing and the EGADE Business School/Tecnológico de Monterrey in Mexico.

Dr. Parnell's blog, Battle4Liberty, addresses contemporary issues in business, economics, and education. He has been a frequent guest on the Wilkow Majority, hosted by Andrew Wilkow on SiriusXM.

In which online programs do you teach?

MBA

Which classes do you teach online?

Strategic Management (Capstone)

What do students learn in your classes? What is the expected outcome?

Students learn to view the organization from the top and how to manage it strategically. They also learn how all of the functional areas of business are interrelated.

What advice would you give to those considering the UNCP online MBA program?

We offer a strong, competitive, high value, AACSB-accredited program with a talented faculty. Consider your options carefully. The UNCP option is a very good one!

What qualities make someone particularly successful in business?

Strong character, competence across the functional areas of business, an ability to think critically and strategically, and a strong work ethic.

What do you think is the biggest challenge that people in business face today?

Managing change—the speed of business is faster than ever before.

What is the one book you think everyone should read?

The Bible.

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